Triangulating Workforce Needs and Learner Interests Using Big Data

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OBJECTIVES

By the end of this session participants will be able to:

1. Identify Resources Around growing CO Workforce Priorities

2. Complete an internal analysis of programs, certificates, and non-credit classes

3. Identify interests of adult learners within target zip codes, school districts, or other geographical identifiers

4. Triangulate Workforce Opportunities with Current Offerings and Student interest to yield differentiated enrollment strategies

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Workforce

Why Concentrate on Workforce Needs?

High-demand pathways often come with state or federal funding (Career Advance, Care Forward, Opportunity Now, Opportunity Next). Drives down total cost for students.

Keeps Colorado a Strong Talent Development Pipeline

Because the state does a LOT of outreach in this area, some of the marketing is done for you! You have an audience that is already interested in these opportunities.

Readily available career pathways for students.

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Where do I find data on
Workforce Needs in CO?

Office of Economic Development & International Trade (OEDIT)
- The official home of workforce trends in CO
- For easy access to data and information check the Colorado Talent Dashboard

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What are the top workforce needs in CO?

Engineering
Environmental Science
Geological Technician
16.47% Growth by 2030

Computer Network Support
Computer User Support (Help Desk)
Mathematics
27.27% Growth by 2030

Management
Construction
Transportation
Business and Finance
70,000 jobs open by 2030

Respiratory Therapy
Medical Sonography
Radiology Tech
General Healthcare
40% Expected Growth by 2030

Behavioral Health
Social Work
Educational Services
100,000 jobs open by 2030

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Program Offerings

Check the Catalog <u>and</u> Non-Credit
Offerings at Your Institution

In Demand Programs at CCA*	Workforce Pathway	State Funding Available?
CNA	Healthcare	Yes
Help Desk Certificate	Tech	Yes
Construction Management	Construction	Yes
Networking	Tech	Yes
Engineering	Math, Technology AND Oil & Gas	No
Behavioral Health	Behavioral Health	Yes
Nursing (Developing Program)	Healthcare	Yes

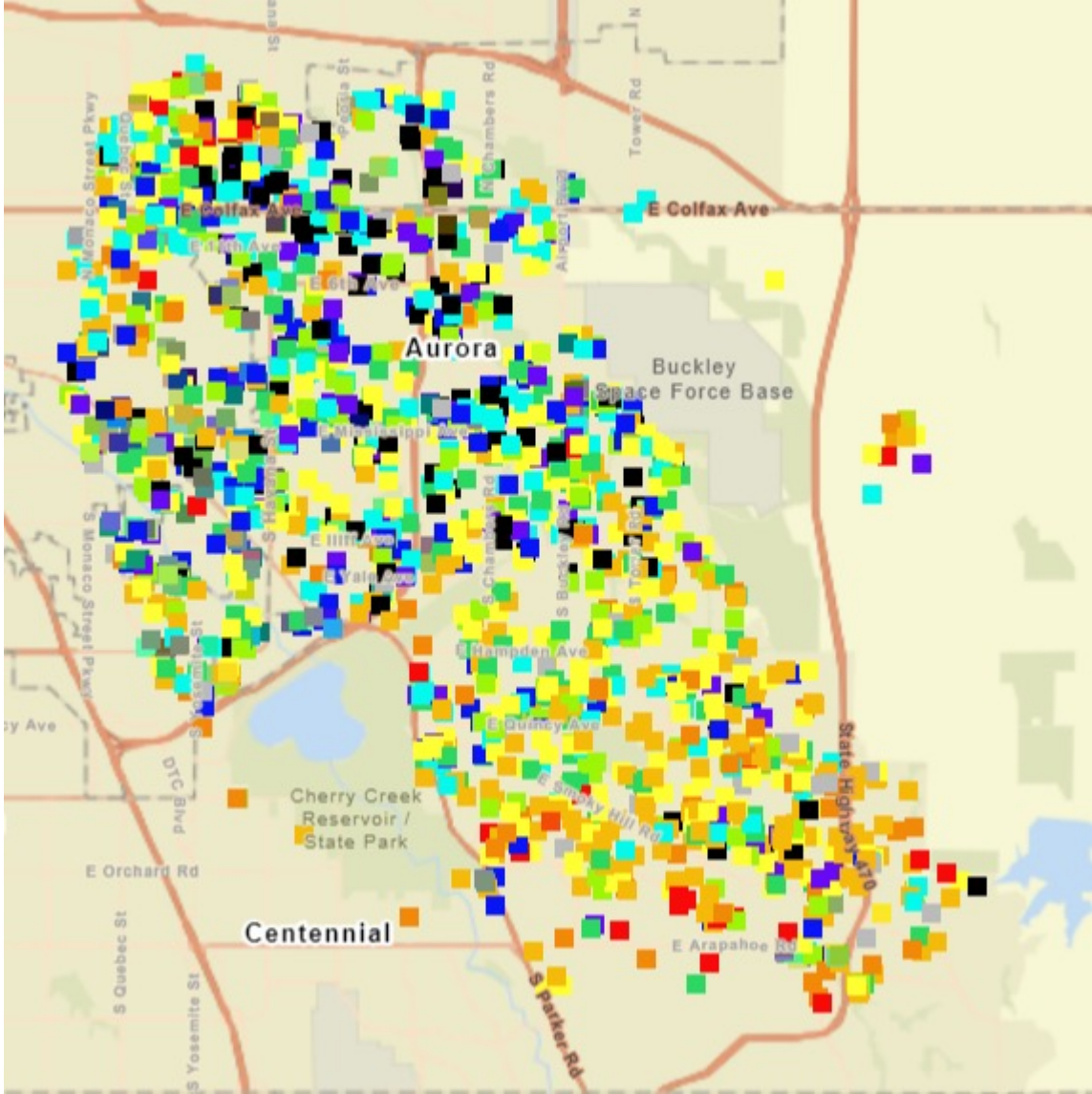*Sample List is not full offerings of
   in demand programs at CCA

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Triangulation!!!!!

Took 400,000+ prospects down to only 2,478

In Demand Programs at CCA*	Workforce Pathway	State Funding Available?	Level of Adult Learner Interest
CNA	Healthcare	Yes	High Among Women
Help Desk Certificate	Tech	Yes	Medium
Construction Management	Construction	Yes	High Among Men
Networking	Tech	Yes	Medium
Engineering	Math, Technology AND Oil & Gas	No	Low for Adults
Behavioral Health	Behavioral Health	Yes	High
Nursing (Developing Program)	Healthcare	Yes	High Among Men and Women

*Sample List is not full offerings of in demand programs at CCA

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Next Steps

Targeted Recruitment

You already know these students and what they are looking for

- Don't waste their time with generalize recruitment material

- Geofencing

- Mailers (Oddly, people like these again? Wild times.)

- Calling Campaigns (where data available)

Identify Gaps

Are there programs where students have high interest that are also aligned with workforce needs that we are not offering?

- Do we have the infrastructure to start that program?

- Would there be funding from the state to help meet this workforce need?

- Is this a long-term need or a short-term need?

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